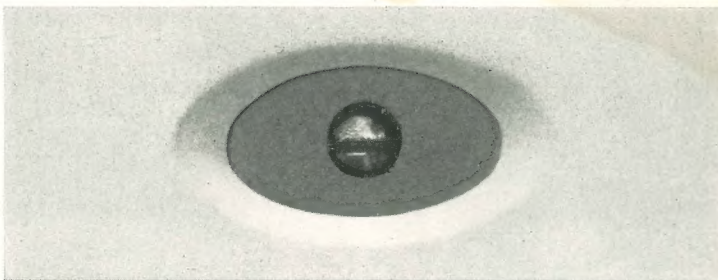


THE NEW POLAROID ELECTRIC EYE CAMERA — WORKS AUTOMATICALLY BOTH INDOORS AND OUT

NEW MICRO-EYE

A radically new electric eye is the nerve center of the Model 900 Land Camera. No bigger than the head of a paper match, it has greater sensitivity than the usual selenium cell that is 100 times larger. The micro-eye represents the first major improvement in photometer design in 20 years. Its unique characteristics let you make foolproof pictures indoors as well as outdoors.



THE NEW MODEL 900 CAMERA WORKS AUTOMATICALLY IN DIM LIVING ROOMS OR BRIGHT OUTDOOR SCENES

TWICE THE RANGE

The micro-eye controls *both* the lens opening and the shutter speed. Because of this, the camera has greater range than any other electric eye camera — nearly twice the range of most. It works automatically in a dimly lit living room, in glaring snow or beach scenes, on rainy days, cloudy days — any time.

INDOORS AT NIGHT

The micro-eye can "see" in the dim light of your own living room. It is almost as sensitive as a human eye. For nighttime pictures in any room in your house, just clip the Polaroid wink-light to the camera and snap the shutter. The electric eye senses the brightness of your room lighting and controls the amount of wink-light illumination needed for a good picture (see the back page for more details on the wink-light).

INDOORS BY DAY

You can go anywhere in your home or office and make pictures without worrying about lighting. Whether your subject is next to a window or clear across the room, the electric eye will set the camera for perfect exposure. Leave the wink-light on the camera — the eye uses its light only when needed.

OUTDOOR PICTURES

You can take extraordinary pictures with this camera outdoors. Using 3000 speed film, you can take pictures all day long until it is almost too dark to read a newspaper — and never worry about setting the exposure. Even when it is dark you can take pictures by adding the wink-light.

NO NEED TO FOCUS

Outdoors in sunlight you do not even have to focus. The Model 900 will select such a small lens opening that everything in the picture will be sharp from 4 feet to the horizon. Notice in the picture at right how both the girl in the foreground and the boat in the background are perfectly focused. If you wish to focus, you can make close-ups in bright sun as close as 18 inches without any lens attachments.

FAST ACTION

In average outdoor light, the little eye will choose a shutter speed of about 1/300th of a second, fast enough to stop almost any action. In very bright light, shutter speeds approach 1/1000th of a second.

AND INSTANT PICTURES TOO!

In addition to all these brand-new automatic features, the Polaroid Electric Eye Camera has the most exciting photographic feature of all: just a moment after you snap the picture, you remove the finished print from the back of the camera. Isn't this the way you've always wanted to take pictures? Ask for a free demonstration.



MAKE DAYLIGHT PICTURES AS EASILY INDOORS AS OUT.



PICTURES AT NIGHT WITHOUT FLASH—AUTOMATICALLY.



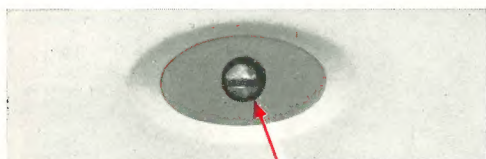
OUTDOOR PICTURES IN FOCUS FROM 20" TO A MILE AWAY.



STOP OUTDOOR ACTION WITH LIGHTNING SHUTTER SPEED.



THE 900 ELECTRIC EYE CAMERA



Micro-eye, actual size

THE EYE

The small size of the micro-eye makes it extremely accurate — it “sees” only where it should see, adjusts for various kinds of lighting with a precision impossible in previous photocells. A photoconductive cell, it changes its electric conductivity in response to light, drawing a current from a battery no larger than a cough drop.



Mercury battery, actual size

SHUTTER-LENS CONTROL

Key to the all but unbelievable range of the Model 900 (from dim indoor light to glaring snow scenes) is the fact that the electric eye controls *both* the lens opening and the shutter speed. At lowest light levels the eye provides a wide-open lens and the slowest shutter speed (1/10th of a second). As the scene grows brighter, the shutter speeds up — exactly matching the increase in light — and the lens begins to close down to extend the depth of field (sharpness from foreground to background) of the picture.

In the brightest light, on a beach for

instance, the shutter speed approaches 1/1000th of a second and the lens is a pin-hole, f/80, small enough to let you take pictures as close as 20 inches and still have the distant background sharp.

SCENE SELECTOR

To allow for changes in the quality of light in different locations, you simply adjust the Scene Selector button for the location you want to photograph. Indoors you just set for “Day” or “Night”, clip the wink-light to the camera and the eye does the rest. If you wish, you can lighten or darken your pictures to suit your preference.

VIEWFINDER

Probably the most accurate offset optical finder ever made, the Model 900 viewfinder includes: 1) a viewing window that is large enough for anyone’s eye, even with glasses; 2) automatic correction for parallax; 3) an illuminated frame around the scene that shows what you will get in your picture. As you focus the camera, the frame changes size. You get exactly what you see.



RANGEFINDER

The rangefinder is coupled to the focusing wheel which is conveniently located for

easy operation by your thumb. The image is right in the viewfinder scene; there is just one window and one control. Because of its extra long base length, the rangefinder is extremely accurate.

FILM SPEED SELECTOR

You dial the speed of the film you are using when you load the camera. The Model 900 will handle films with speeds ranging from 50 to 6000 which includes the entire range of films now contemplated, including the color film which Polaroid Corporation has stated publicly will become available.

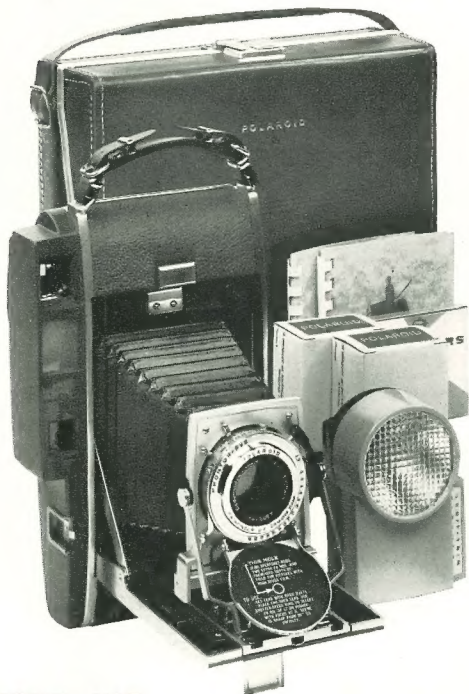
FLASH SYNCHRONIZATION

Although most of your pictures will be made without flashbulbs, the Model 900 is synchronized for both regular and electronic flash and, of course, the wink-light. There is a “Manual” setting which switches off the electric eye for flash pictures or for time exposures.

OTHER FEATURES

- * Three-element lens, coated, anastigmatic and color corrected.
- * Die-cast body; all exposed metal parts chromium plated or stainless steel.
- * Automatic-release cover braces for one-motion closing of the camera front.
- * Large picture size: 3¼ inches by 4¼ inches.

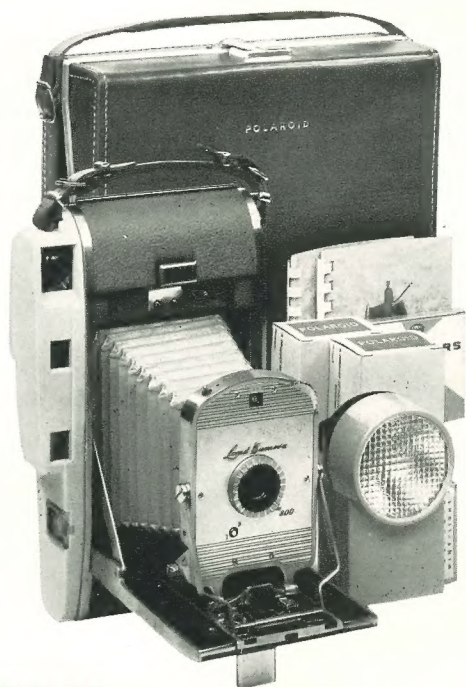
Model 900\$159.95
Complete Kit\$199.95



MODEL 110B

This is the Land Camera for the professional or the skilled amateur who wants versatility and the broadest possible range. The huge four-element lens (German-made) has apertures from f/4.7 to f/45 plus a lens cap aperture of f/90 for extra depth-of-field, 20" to infinity. Prontor shutter speeds range from one to 1/300th sec., Time and Bulb. Other features include a 10 sec. delay self-timer, full synchronization for flash, electronic flash connector, EV number system, the same projected frame viewfinder and rangefinder as the Model 900 (left), and the same big picture size and construction details.

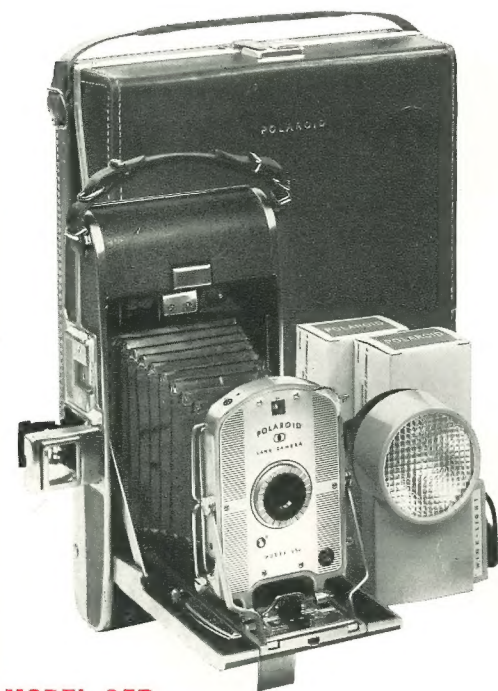
Model 110B \$172.50
Complete Kit \$210.95



THE 800

The most popular camera in the line, the 800 combines versatility and moderate price. It has the same range of picture possibilities as the Model 900, but without electric eye control. Features include: coupled rangefinder; automatically compensating viewfinder; synchronization for wink-light, regular flash or electronic flash; all die-cast body; construction and finish comparable to the Model 900; same picture size; ten year guarantee. A single dial sets both lens opening and shutter speed for easy, no-guess exposure setting. The 800 converts to electric-eye operation outdoors with the Model 440 Photoelectric Shutter (at right).

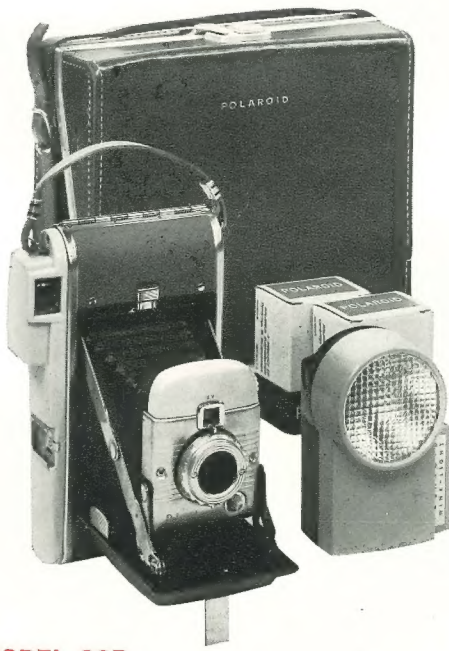
Model 800 \$119.95
Complete Kit \$159.95



MODEL 95B

The lowest-priced big-picture camera in the line, the Speedliner is the all-purpose Polaroid Land Camera, ideal for family and industrial uses. It is easy to use; one dial sets both lens opening and shutter speed. Synchronization is built in for regular and electronic flash plus the new wink-light. A combination optical and wire frame viewfinder insures accurate viewing.

Model 95B \$ 97.75
Complete Kit \$136.95



MODEL 80B

Smallest of the Polaroid Land Cameras, the Highlander is light, compact, and low-priced, but makes the same high quality pictures as the larger cameras. It is simple to operate, a single dial sets both lens and shutter. Economical to buy and use, it takes wallet-size pictures (2½" x 3¼"). Synchronization is built in for regular flash plus the new wink-light. The finish is two-tone gray.

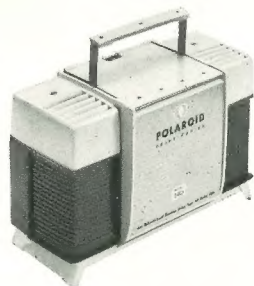
Model 80B (Includes Federal Excise Tax) \$ 76.85
Complete Kit (Includes Federal Excise Tax) \$111.85



POLAROID EXPOSURE METER

This ultra-sensitive exposure meter is designed especially for use with 3000 speed film. It will register accurately in the dim light that 3000 speed film thrives on. And it is adjustable for any other film with ASA equivalent speeds of 12 to 12,000. It clips right to the camera, gives accurate readings in any situation from dim indoor light to brilliant beach or snow scenes. You read the correct shutter setting for your camera right from the meter.

Model 625 (fits all models) \$16.95



POLAROID PRINT COPIER

Lets you make copies of your favorite pictures right at home in just 60 seconds. With the Print Copier you can match the quality of your originals, even occasionally improve underexposed (too dark) pictures. Just fit your camera to the Copier, insert the picture, switch on the lights, and expose the picture. In a moment your copy is ready.

Model 230 (for Models 80, 80A, 80B) \$29.95
Model 2401 (for Models 110A, 110B) \$29.95
Model 240 (for all other models) \$29.95



POLAROID PHOTOELECTRIC SHUTTER

This new electric eye shutter is an independent unit that fits over the regular shutter of any Land Camera made since 1954 (except the Highlander and the Pathfinder) and converts it to automatic operation for outdoor pictures. When used with 3000 speed film outdoors, it eliminates the need for adjusting focus or exposure. All you do is aim and snap the picture. On dull days the shutter signals a warning if there is not enough light to take a picture.

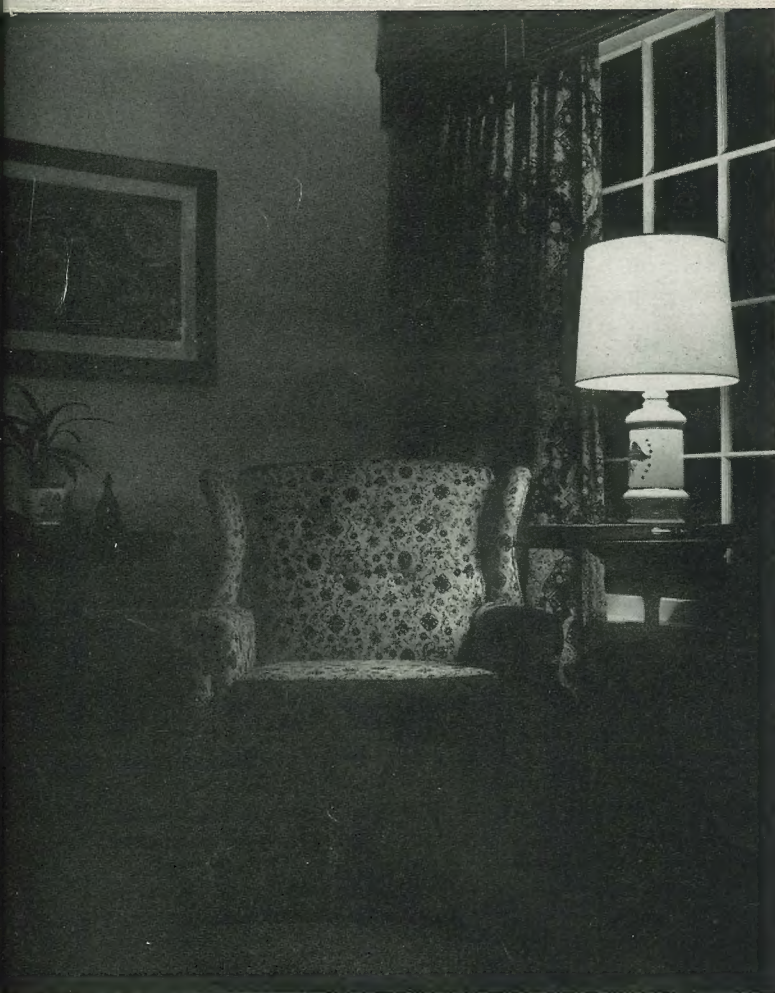
Model 440 (fits Models 95A, 95B, 100, 700, 150, 800).....\$39.95



POLAROID CLOSE-UP LENS KIT

Portraits, small still lifes and photocopying are easy with this kit of three useful snap-on lenses which allow you to take objects as close as 6 inches. A steel measuring tape built into the leather case assures accurate focusing and specifies the right lens for each desired distance.

Model 550 (for Models 110A, 110B) \$14.95
Model 540 (for all other models) \$ 8.95



YOU CAN TAKE PICTURES IN LIGHT THIS DIM WITHOUT FLASHBULBS

The new 3000 speed film and repeating wink-light make this possible for the Polaroid Land Camera. Together, these two remarkable improvements let you take pictures anywhere in your home by the light of a single lamp.

The 3000 speed film is so sensitive to light, it almost sees in the dark. Your regular room lamps provide the main source of light. The wink-light provides just enough fill-in light to erase shadows. Not a flashgun, the wink-light winks gently for 1000 pictures before you replace its small bulb and battery. It fits all Land Camera models. When you use it with the Model 900, the correct settings are made *automatically* by the electric eye.

WITHOUT THE WINK-LIGHT

The picture at right center shows the type of illumination found in most living rooms — bright light on the side of the face next to the lamp, shadow on the other side.

WITH THE WINK-LIGHT

The wink-light winks away the dark shadows (lower right). It is not the source light, but it insures a rounded, well-lighted picture.

Model 250\$17.95
(fits Models 80, 80A, 80B, 150, 800, 110A, 110B, 900)
Model 252 (fits Models 95A, 95B, 100, 700)\$17.95

